

Campaign against illegal poisoning 2008-11

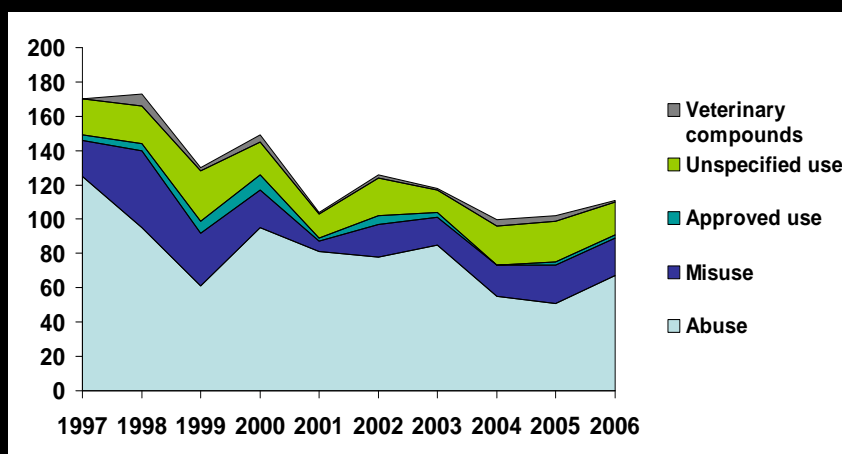
Fresh Start - Briefing

13 April 2008



5

Wildlife Incident Investigation Scheme - Number of vertebrate-related incidents



Mainly abuse and misuse

Source: Pesticides Safety Directorate

Campaign against illegal poisoning – a fresh start

CAIP – Fresh Start

- **Long running campaign**
- **Tendering process in 2007/8**
 - Fresh Start
- **New CAIP consortium:**
 - Goldsworthy Associates
 - Game and Wildlife Conservation Trust
 - Farming and Wildlife Advisory Group
 - With expert help from sub- contractors
 - Chamberlain
 - Alan Buckle Consulting
- **Appointed to run CAIP for three years from April 2008**



Who does what ?

- **Goldsworthy Associates**
 - Project management and direction
 - PR and training expertise
 - Training development
- **Game and Wildlife Conservation Trust**
 - Manage finances
 - Predator control expertise
 - Training Development and Delivery
 - Some PR and events
- **Farming and Wildlife Advisory Group**
 - Farming/countryside expertise
 - Regional events and some PR
 - Training Delivery
- **Chamberlain.**
 - PR writing and knowledge transfer skills
- **Alan Buckle Consulting**
 - Rodent control expertise
 - Pest Control Networking

All, with PSD, part of Project Management Group

Two audiences: two messages

- | | |
|--|---|
| <ul style="list-style-type: none"> • Users <ul style="list-style-type: none"> – Farmers, pesticide operators, rural rodenticide users, gamekeepers • Countryside Users <ul style="list-style-type: none"> – Walkers, farmers, shooters, conservationists, riders | <ul style="list-style-type: none"> • Responsible use • How to identify and report |
|--|---|

What are we doing?

- **Farmers, Pesticide Operators, Rural Rodenticide Users, Gamekeepers**
 - Raise awareness
 - Highlight illegal activities
 - Raise standards
 - Change behaviour through training and education
 - Show farmers/operators, rodenticide users and gamekeepers how to do the job safely and legally
 - Highlight consequences of illegal action

Changing behaviour

- **Explain**
 - the problem
 - the consequences
 - the law
- **Review, define, interpret**
 - Bad > better > best practices
 - case studies, practicalities, costs, benefits
- **Promote, promote, promote**

Countryside Users

- **Promote CAIP and WIIS to targeted groups/networks**
- **Explain what CAIP and WIIS does and incident levels**
- **How to identify and report suspicious incidents**

Planning and preparation

- **Clear objectives**
- **Stakeholders**
- **Agreed realistic deliverables**
- **Positive PR**
- **Best practice known and followed**

Communication

- **Messages**
 - core messages
 - layered information
- **Resources**
- **Publications**
- **PR**
- **Training**

Scope

- **Original proposals**
 - Core activities and optional extras
 - 3 years
 - 50:50 Users: Countryside public
- **NOW**
 - Core activities and most extras
 - Tailored to PSD needs/resources
 - 3 years
 - 70:30 Users: Countryside public



Regions

- **Scotland**
- **Northern Ireland**
- **Wales**
- **Differences**
 - Resources
 - Language
 - Priority
 - Regulations

Work Areas

Infrastructure

Market Research

PR

Training

Infrastructure

- **Infrastructure**
 - Programme management
 - Budget/Finance
 - Meetings/tele-conferences
 - Contract
 - Reporting

Market research

- **Users**
 - Farmers and Gamekeepers
 - Qualitative
 - Quantitative
- **Countryside Users**
 - Qualitative plus

dmr *kynetec*

through knowledge, confidence

User Market Research

Target	Qualitative	Quantitative
Arable farmers-molluscicides	5	20
Arable farmers-rodenticides	3	20
Dairy	3	20
Pig	3	
Poultry	3	
PCO	4	
Gamekeeper	5	20
Countryside Users		100

PR

- New image/ clear messages
- Dedicated website
 - E news bulletins
- Features
- News Items
- Alerts
- Booklet
- Regional Shows
- Poster Campaign

Training

- Materials development
- Materials publication and promotion
- Training for trainers
- Training delivery
- E-training

Training

- **One day course (4-6 hours)**
- **Free**
- **Core programme adapted to audience**
- **10-30 delegates/event**
- **Flexible approach**
- **Awareness plus best practice**

Training

- **One day course (4-6 hours)**
- **Free**
- **Core programme**
 - Adapted to audience
 - Two trainers
- **10-30 delegates/event**
- **Flexible approach**
- **Attendance certificate**
- **CPD**
- **Awareness plus best practice**

Training Topics

- **Farmers/Operators**

- WIIS
- Law
- Storage
- Disposal
- Rodent control
- Shoot management
- Slug pellet application

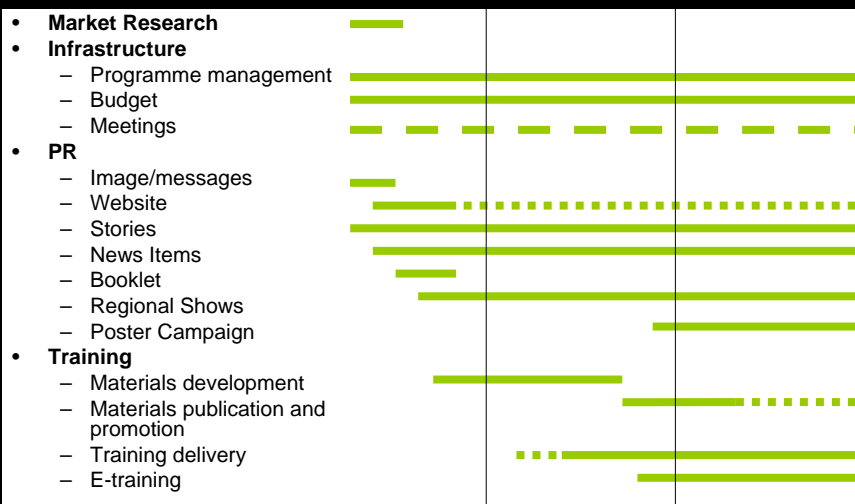
- Some practicals
- Signposting
- Integrated

- **Gamekeepers**

- WIIS
- Law
- Storage
- Disposal
- Rodent control
- Predator management
- Cover crops

- Some practicals
- Signposting
- Integrated

Activities & Projects





- Ideas
- Networking
- Editorial
- Events
- Literature distribution